



# City of Santa Rosa

Finley Center  
2060 W. College Avenue  
Cypress Room

## **BOARD OF COMMUNITY SERVICES REGULAR MEETING AGENDA AND SUMMARY REPORT - FINAL AUGUST 23, 2023**

**5:00 P.M.**

**MEMBERS OF THE PUBLIC CAN PARTICIPATE IN THE MEETING BY  
ATTENDING IN-PERSON: 2060 W COLLEGE AVE. THE FINLEY  
COMMUNITY CENTER, CYPRESS ROOM  
(IT IS RECOMMENDED THAT SOCIAL DISTANCING CONTINUE TO BE  
OBSERVED),**

**ATTENDEES MAY ALSO JOIN:  
VIA ZOOM WEBINAR BY VISITING  
<https://srcity-org.zoom.us/j/84365943796>**

**OR BY DIALING (877) 853-5257  
AND ENTERING WEBINAR ID: 843 6594 3796**

**DEADLINES AND INSTRUCTIONS FOR PUBLIC COMMENT ARE SET  
FORTH BELOW:**

## **PUBLIC COMMENTS**

**Live Public Comment:** Public comment may be made live during the meeting, in-person, or via zoom.

**E-mail Public Comment:** To submit an e-mailed public comment to the Board of Community Services, please send to: [BOCS-comment@srcity.org](mailto:BOCS-comment@srcity.org) by 5:00 pm, the Monday before the Board of Community Services meeting. E-mailed public comments will be added to the record prior to the start of the meeting and will be distributed to the Board of Community Services members and uploaded to the agenda prior to the start of the Board Meeting for public access. Emails received will not be read into the record. Please note that all e-mails sent to the city are considered to be public records and subject to disclosure under the California Public Records Act.

### **1. CALL TO ORDER**

### **2. ROLL CALL**

### **3. PUBLIC COMMENTS IN NON-AGENDA MATTERS**

This is the time when any person may address matters not listed on this agenda, but which are within the subject matter of the jurisdiction of the Board of Community Services. Each speaker will be allowed three minutes to share their comments.

### **4. APPROVAL OF MINUTES**

#### **4.1** Regular Meeting Minutes - July 26, 2023 - DRAFT

**Attachments:** [Regular Meeting Minutes - July 26, 2023 - draft](#)

### **5. REPORTS ON UPCOMING EVENTS AND ACCOMPLISHED EVENTS**

#### **5.1** UPCOMING EVENTS AND ACCOMPLISHED EVENTS

**Attachments:** [UPCOMING AND ACCOMPLISHED EVENTS August 23 2](#)

## 6. DIRECTOR UPDATES

This time is reserved for the Department Director to provide a briefing on issues of interest. No action will be taken on these matters except to possibly place a particular item on a future agenda for consideration.

## 7. CHAIR/BOARD MEMBERS' REPORTS

**The Chair and Board Members may provide brief updates relevant to their district, Recreation and Parks, or updates relevant to the subject matter within the jurisdiction of the Board of Community Services**

The Chair and Board Members may provide brief updates relevant to their district, Recreation and Parks, or updates relevant to the subject matter within the jurisdiction of the Board of Community Services.

## 8. SCHEDULED ITEMS

### 8.1 GENERAL PLAN 2050 DRAFT UPDATE

Senior Planner, Shari Meads will introduce the draft General Plan 2050.

Recommended Action: Information

**Attachments:** [GENERAL PLAN 2050 DRAFT PRESENTATION](#)

### 8.2 VIOLENCE PREVENTION PROGRAM PRESENTATION

Deputy Director of Recreation, Jeff Tibbetts, will provide an update on the Violence Prevention Program.

Recommended Action: Information

**Attachments:** [VIOLENCE PREVENTION PROGRAM PRESENTATION](#)

## 9. COMMITTEE REPORTS

### 9.1 MAYOR'S LUNCH FOR COMMITTEE/BOARD CHAIRS

Recommended Action: Information

**9.2 SANTA ROSA WATERWAYS ADVISORY COMMITTEE**

Recommended Action: Information

**9.3 BOCS GOVERNING DOCUMENTS SUBCOMMITTEE**

Recommended Action: Information

**10. WRITTEN AND/OR ELECTRONIC COMMUNICATIONS**

**11. FUTURE AGENDA ITEMS**

This time is reserved for discussion whether to place matters on a future agenda for further discussion.

**12. ADJOURNMENT**

The next regularly scheduled meeting of the Board of Community Services will be held on Wednesday, September 27, 2023, at 5:00 pm.

The City of Santa Rosa does not discriminate against individuals with disabilities in its employment, services, benefits, facilities, programs, or activities. Requests for accommodations, auxiliary aids, or services necessary to participate in a city program, service, or activity, including printed information in alternate formats, are available by contacting the Parks office at 707-543-3770 (TTY Relay at 711) or BOCS-Comment@srcity.org. Requests should be submitted as far in advance as possible but no later than two business days before the scheduled meeting.

*This information can also be accessed via the internet at: <http://srcity.org>. Any writing or documents provided to a majority of the Board of Community Services regarding any item on this agenda will be made available for public inspection at the Parks Office, 55 Stony Point Road, Santa Rosa, CA during regular business hours by contacting the Parks office at 707-543-3770 (TTY Relay at 711) or BOCS-comment@srcity.org. Requests should be submitted as far in advance as possible, but no later than two business days before the scheduled meeting.*



# City of Santa Rosa

## Text File

File Number: 23-108BCS

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**Agenda Date:** 8/23/2023

**Version:** 1

**Status:** In Committee

**In Control:** Board of Community Services

**File Type:** BCS- Minutes

**Agenda Number:** 4.1



**Board of Community Services  
Regular Meeting Minutes - Final**

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Wednesday, July 26, 2023

5:00 PM

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**1. CALL TO ORDER**

The meeting was called to order by Vice Chair Castillo at 5:09 PM

**2. ROLL CALL**

**Present:** 5 - Vice Chair Paul Castillo, Board Member Guido Boccaleoni, Board Member Carole Quandt, Board Member Carolina Spence, and Board Member Omar Lopez

**Absent:** 2 - Chair Logan Pitts, and Board Member Madonna Cruz

**3. PUBLIC COMMENTS ON NON-AGENDA ITEMS**

Duane De Witt:

- Reminder - Make A Difference Day, last Saturday in October.
- Asks if CA Tiger Salamander still exists to impact Southwest Community Park
- Would like to attend the next City Council Meeting when park renaming is discussed

**4. APPROVAL OF MINUTES**

Minutes were approved as submitted

Public Comment: Duane De Witt did not support the format of the minutes

**4.1 APPROVAL OF MINUTES - JUNE 28, 2023**

**Attachments:** [Regular Meeting Minute - June 28, 2023 - draft](#)  
[Regular Meeting Minute - June 28, 2023 - final approved.](#)

meeting minutes were approved as submitted by the Board

**5. REPORTS ON UPCOMING EVENTS AND ACCOMPLISHED EVENTS**

A list of accomplished and upcoming events was distributed to the Board and made available to the public prior to the meeting. Acting Director, Jen Santos highlighted the following:

### Upcoming Highlights:

**August 3:** Registration begins for City Booters, an instructional co-ed soccer league for youth ages 5-7. FREE Field Day is 9/9 from 9-11am at Rincon Valley Park and is opportunity to meet the staff and try the program before registering. <https://www.srcity.org/2804/Register-for-an-Activity>

### Accomplishment Highlights:

**July 8:** Park-A-Month at Juilliard Park from 9a-12p.

<https://www.srcity.org/1028/Park-A-Month-Program>

The Mayor provided an appreciation lunch for the volunteers and staff.

Public Comment: Duane De Witt Would like to attend the next City Council Meeting when park renaming is discussed.

## 5.5 UPCOMING EVENTS AND ACCOMPLISHED EVENTS - JULY 2023

**Attachments:** [UPCOMING AND ACCOMPLISHED EVENTS - July 2023](#)

## 6. DIRECTOR UPDATES

Acting Director Santos provided the following updates:

Shelley McClure moving to Finance Department

Don Hicks retirement party well attended. Excited for Brandon Hamann to take on new role.

City Council approved the purchase of the Southeast Greenway. Should have ownership within 6 months. SOCO Agricultural Preservation and Open Space District is funding through their matching grant program. Public will be included in the desired amenities.

South Davis time extension requested due to grade elevation issues.

Railroad Depot has a new sign.

Kawana Springs Community Park receiving proposals for design.

August City Council will hear the items regarding the Bennett Valley Golf Course Irrigation supply pond and the golf cart contract.

The MLK Park RFP will be released soon, so that the Master Plan can be created.

Howarth Park tennis courts 3-5 are closed for major repairs. Courts 1-5 will be resurfaced with Measure M Funds

Movies in the Park will start August 18 and each Friday until September 15.

Public Comment: Duane De Witt Would like to attend the next City Council Meeting when park renaming is discussed and would like to discuss with the Planning Department purpose of house at Howarth.

## 7. CHAIR/BOARD MEMBERS' REPORTS

Vice Chair Castillo - Appreciated the swim program for the kids.

Member Quandt - Attended Community meeting regarding the Hearn Community Hub Project at Middle School on Sebastopol Rd. Participated in clean up at Prince Memorial Greenway and connected a volunteer group for Prince Memorial Greenway to City staff. Attended music in the Juilliard Park. Participated in the overnight at Camp Wah-Tam.

## 8. SCHEDULED ITEMS

### 8.1 COMMUNITY/FACILITY RENTALS

Recreation Supervisor, Jacqui Hamann updated the Board regarding programs and rentals at the community centers.

Recommended Action: Information

Attachments: [Community and Facilities Rentals Presentation](#)

BOCS discussion and questions ensued

## 9. COMMITTEE REPORTS

### 9.1 Mayor's Lunch for Committee/Board Chairs



Recommended Action: Information

No update was available

**9.2** Santa Rosa Waterways Advisory Committee

Recommended Action: Information

Board Member Quandt: meeting is scheduled for July 27. Field trip planned for Colgan Creek Reach.

**9.3** BOCS Governing Documents Subcommittee

Recommended Action: Information

Board Member Lopez: First meeting. Discussed several by-law changes. Working on DEIB plan at next meeting.

**10. WRITTEN AND/OR ELECTRONIC COMMUNICATIONS**

**10.1** JULY 2023 CEMETERIAN

Attachments: [July 2023 Cemeterian](#)

**11. FUTURE AGENDA ITEMS**

- Would like to review Prince Memorial Greenway master plan and the building of the Cannery project
- Would like information on the invasive beetle attacking oaks

**12. ADJOURNMENT**

Vice Chair Castillo adjourned the meeting at 6:05 PM

The next regularly scheduled meeting will be on August 23, 2023, at 5:00pm.

Approved:

Shelley McClure, Recording Secretary





# City of Santa Rosa

## Text File

File Number: 23-345BCS

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**Agenda Date:** 8/23/2023

**Version:** 1

**Status:** In Committee

**In Control:** Board of Community Services

**File Type:** BCS-Agenda Item

**Agenda Number:** 5.1

**August 23, 2023**

## **UPCOMING AND ACCOMPLISHED EVENTS**

To Sign up for volunteer events: [City of Santa Rosa Recreation & Parks \(volunteerhub.com\)](https://www.volunteerhub.com)  
Recreation and Parks Homepage: [Recreation & Parks | Santa Rosa, CA \(srcity.org\)](https://www.srcity.org)

### **UPCOMING EVENTS:**

- **August 25 – September 15:** Friday night Movies in the Park. A free movie will be shown on the lower lawn at Howarth Park each Friday night.  
<https://www.srcity.org/2170/Movies-in-the-Park>
- **August 28:** Neighborhood Services After School Programs begin (collaboration with Burbank Housing). <https://www.srcity.org/3048/After-School-Programs>
- **August 29:** NFL Flag Football Fall Season Begins. <https://www.srcity.org/3047/Sports>
- **Sept 2:** Park-A-Month volunteer Clean Up at Olive Park & Prince Memorial Greenway. 9am-12pm. [www.srcity.org/1028](https://www.srcity.org/1028)
- **September 4:** Junior Warriors Basketball Season Begins.  
<https://www.srcity.org/3047/Sports>
- **Sept 4:** Last day of rec swim. <https://www.srcity.org/701/Recreation-Swim>
- **September 15:** Oktoberfest at the Person Senior Wing  
[https://issuu.com/santarosarecreationandparks/docs/fallwinter2023\\_web\\_with\\_links](https://issuu.com/santarosarecreationandparks/docs/fallwinter2023_web_with_links)
- **September 15/16:** Lamplight Tours at the Rural Cemetery. SOLD OUT
- **September 22 – Oct 1:** A Theater for Children Presents: *Beauty and the Beast Jr.* A participation play for children at the Steele Lane Community Center Dohn Theater. Visit [ATheaterForChildren.com](http://ATheaterForChildren.com) for more information and tickets.
- **Sept 9:** FREE City Booters Field Day at Rincon Valley Park, 9-11am. Opportunity to try out the league before it begins on 9/16. Registration closes on 9/13 for this co-ed recreational league for children ages 5-7.

## ACCOMPLISHED EVENTS:

- **July 30 – August 20:** Live at Juilliard Summer Concert Series [www.srcity.org/2169](http://www.srcity.org/2169)
- **August 3:** Registration began for Fall and Winter programs.
- **August 3:** End of summer operations for Howarth Park attractions. Park attractions to remain open on weekends through October.  
<https://www.srcity.org/1271/3813/Howarth-Park/>
- **August 4:** Over 300 participants at the Neighborhood Services annual SPLASH BASH at Ridgway Pool, which is a free swim night for Neighborhood Services members along with a hotdog dinner, pool games and a free raffle. [Family Fun Times | Santa Rosa, CA \(srcity.org\)](http://www.srcity.org/family-fun-times-santa-rosa-ca)
- **August 11:** Conclusion of a successful summer season of youth sports camps and clinics! Over 675 youth participated in basketball, soccer, volleyball, tennis, flag football, pickleball, cheer & dance, and “all sorts of sports” camps.
- **August 12:** Park-A-Month Volunteer event at Pioneer Park, 9am-12pm.  
[www.srcity.org/1028](http://www.srcity.org/1028)
- **August 12:** Rural Cemetery *Tapestry of Cultures* Tour. 10am-11am.  
[www.srcity.org/1080](http://www.srcity.org/1080)
- **August 14-18:** Ridgway’s annual Maintenance Shutdown
- **August 19:** Rural Cemetery Volunteer workday. 9am-12pm.  
<https://www.srcity.org/1066/Get-Involved>



# City of Santa Rosa

## Text File

File Number: 23-343BCS

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**Agenda Date:** 8/23/2023

**Version:** 1

**Status:** In Committee

**In Control:** Board of Community Services

**File Type:** BCS-Agenda Item

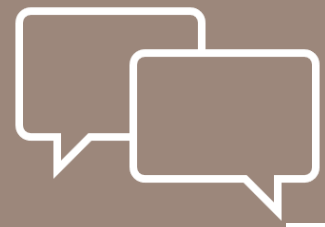
**Agenda Number:** 8.1



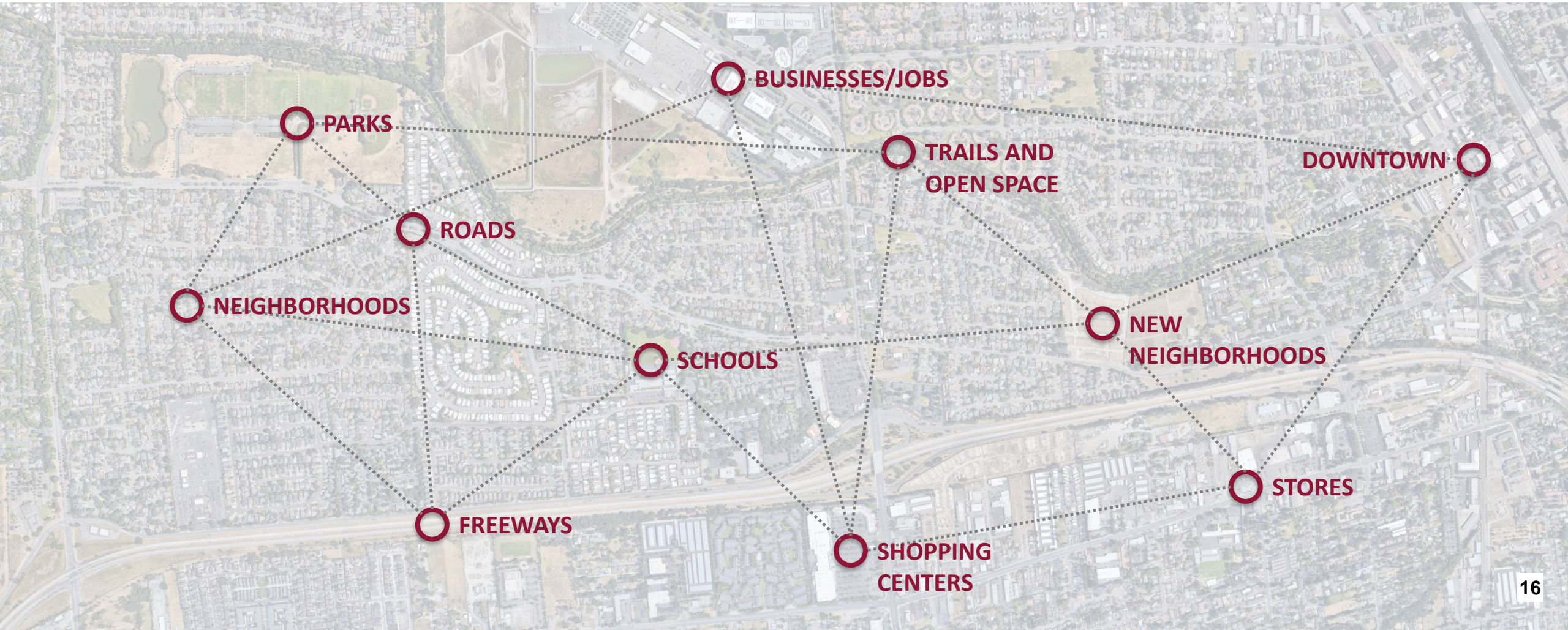
# DRAFT GENERAL PLAN 2050

Planning and Economic Development

Board of Community Services meeting of August 23, 2023



Communities are planned by thinking about where homes, buildings, stores, parks, schools, roads, and other features should be located and how they relate to each other.





But planning also involves thinking about what people need and how they can stay safe, have access to education and jobs, and have a voice in decisions that affect their lives.



The General Plan Update process, known as **Santa Rosa Forward**, provides an important opportunity to **revisit** and **rethink** community planning policies and programs.

The goal is to think about how we want to improve Santa Rosa now and into the future!



# General Plan Process

We are currently in the *Draft General Plan* phase of the project.

## Project Timeline



# Milestone Reports

**Community Involvement Strategy**  
August 2020

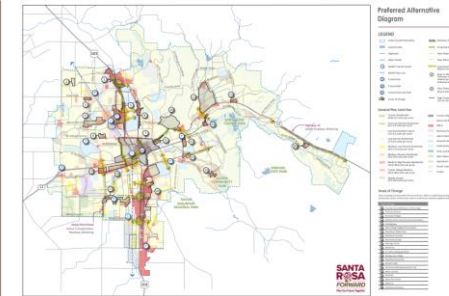
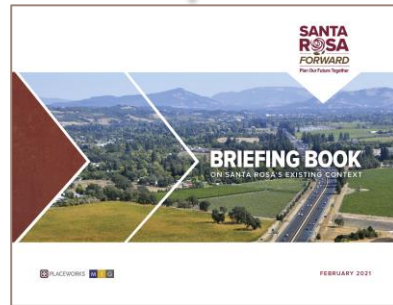
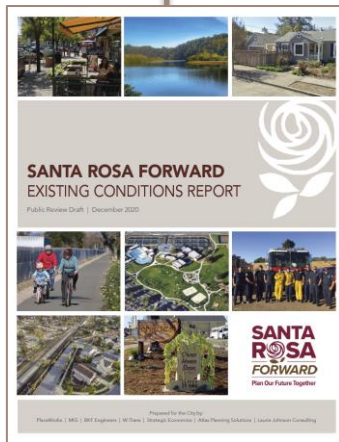
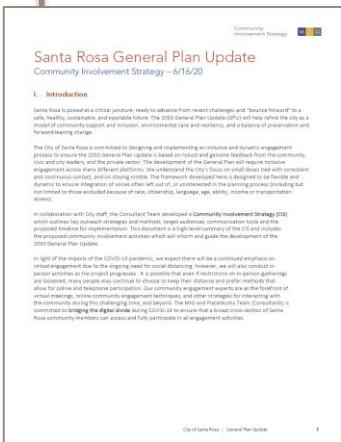
**Existing Conditions Report**  
December 2020

**Briefing Book**  
February 2021

**Vision Statement**  
August 2021

**Alternatives Workbook**  
January 2022

**Final Preferred Alternative**  
October 2022



## 2050 General Plan Vision Statement

*Refined by the community in Summer 2021*

Santa Rosa is a diverse, equitable, and sustainable community built on civic engagement that empowers everyone to provide and support equal and affordable opportunities to obtain good housing, education and jobs; to enjoy vibrant cultural events and arts; and to live healthy lives in resilient neighborhoods that adapt to social and environmental change.



Questions about the project?

# DRAFT GENERAL PLAN SUMMARY



## **Santa Rosa General Plan 2050**






















# General Plan Contents

Draft Santa Rosa General Plan 2050 consolidates the State mandated General Plan elements into five chapters\* that address both required and optional General Plan topics. Each chapter includes goals, policies, and actions that work together to achieve the community’s vision for the future.

**GENERAL PLAN 2050 CONTENTS**

**Chapters** □ Required □ 2030 GP □ New, not required

<b>LAND USE AND ECONOMIC DEVELOPMENT</b>		Land Use		
<b>URBAN DESIGN, HISTORIC PRESERVATION, AND ART AND CULTURE</b>		Urban Design		Historic Preservation
		Art and Culture		Hillside Policies
		Circulation		Open Space
		Conservation		Greenhouse Gas Reduction
<b>SAFETY, CLIMATE RESILIENCE, NOISE, AND PUBLIC SERVICES AND FACILITIES</b>		Safety		Climate Resilience
		Public Services and Facilities		Noise
		Community Health		Equity
		Environmental Justice		Parks
<b>HEALTH, EQUITY AND ENVIRONMENTAL JUSTICE</b>		Youth, Family, and Seniors		
<b>HOUSING</b>		Housing		

## Goal, Policy, and Action Hierarchy



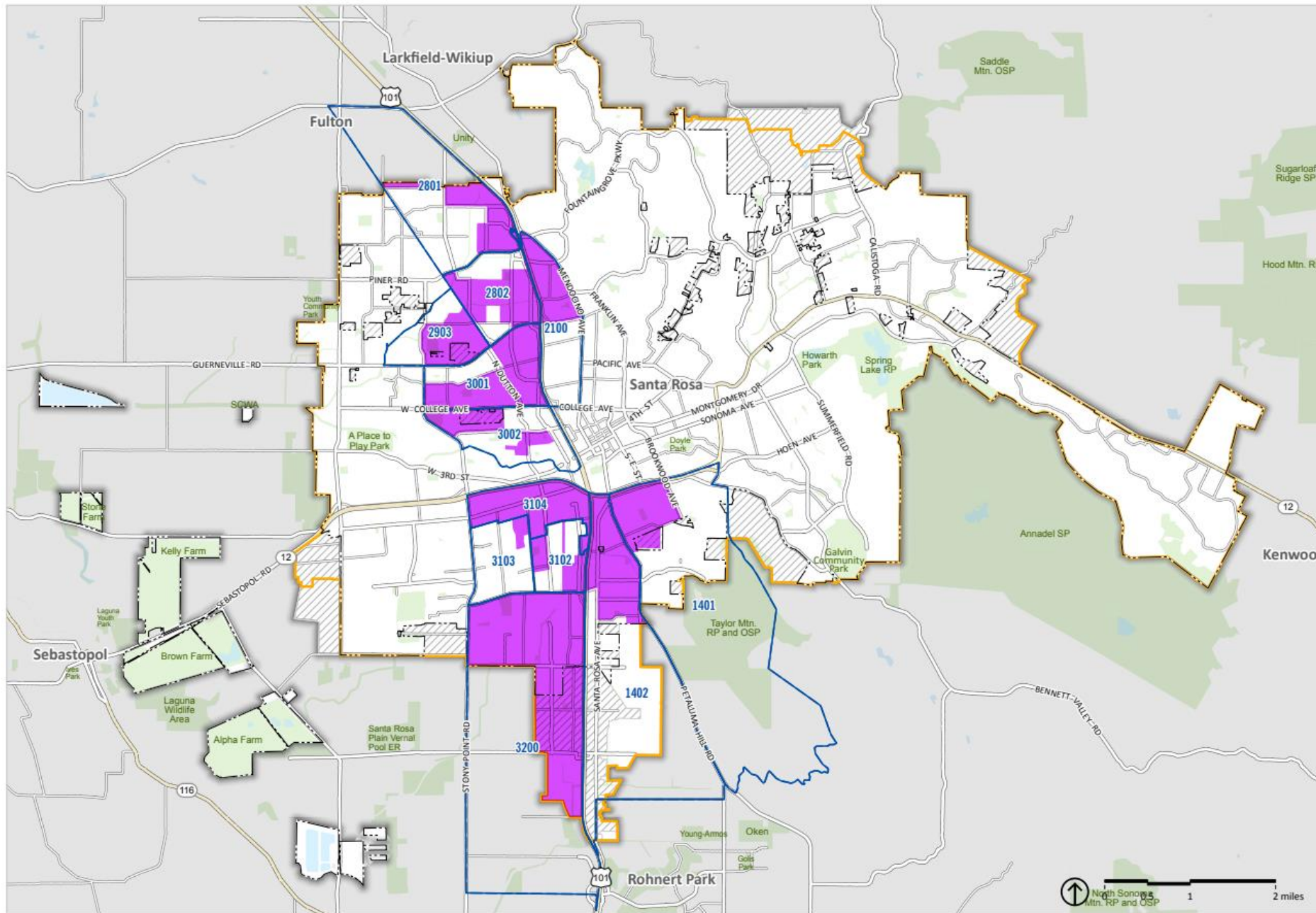
### GOAL → POLICY → ACTION

**GOAL**  
A general, overall, and ultimate desired outcome the City will direct to achieving over the lifetime of the General Plan.

**POLICY**  
A specific statement that regulates activities in the city, guides decision-making, and directs implementing action to achieve a Goal. General Plan policies guide City staff, the Planning Commission, City Council, and other City boards' and commissions' decision-making and their review of land development projects.

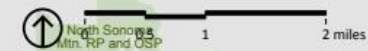
**ACTION**  
A measure, procedure, or technique intended to implement one or more policies to help reach a Goal. An action may be ongoing or something that can be completed in a discrete timeframe.

\*The City’s Housing Element covering the planning period through 2031 was adopted in February 2023. Draft General Plan 2050 does not propose any changes to the Housing Element.



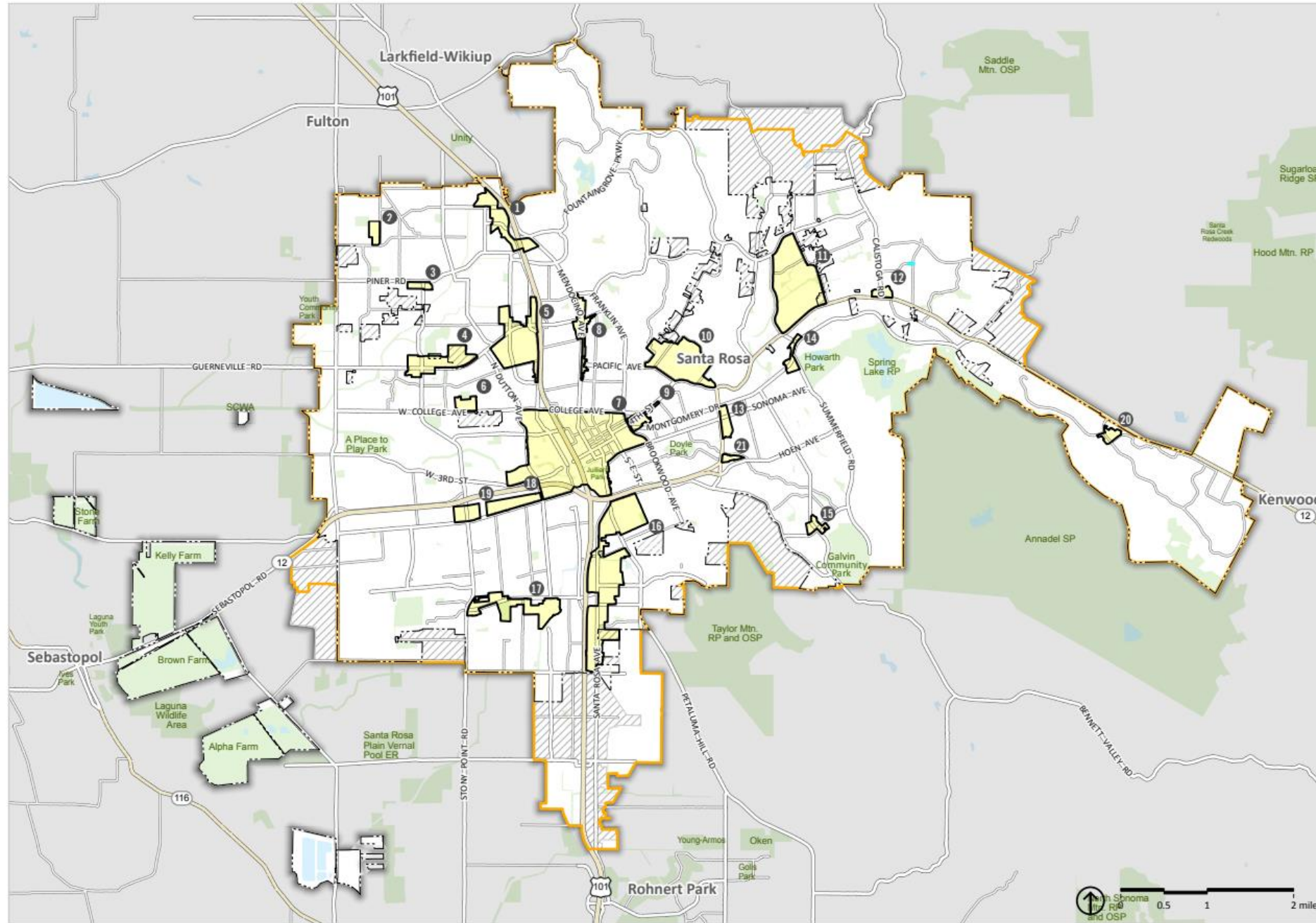
## Equity Priority Areas

- City Limits
- City Sphere of Influence
- Urban Growth Boundary
- Planning Area
- Equity Priority Areas
- Census Tracts Containing Equity Priority Areas



Source: City of Santa Rosa 2023

# Areas of Change



- City Limits
- City Sphere of Influence
- Urban Growth Boundary
- Planning Area
- Areas of Change

- 1 Fountains Grove/Mendocino Interchange
- 2 Francisco Avenue
- 3 Rosewood Village
- 4 Marlow Center and Lance Drive Annexation
- 5 Coddington
- 6 West College Neighborhood Center
- 7 Downtown Station Area
- 8 Mendocino Corridor
- 9 4th Street Corridor
- 10 Flamingo Center
- 11 Montecito
- 12 St. Francis Shopping Center
- 13 Montgomery Village
- 14 Howarth Commercial
- 15 Bennett Valley
- 16 Santa Rosa Marketplace/South Park
- 17 Hearn Corridor
- 18 Roseland
- 19 Stony Point Circle
- 20 Oakmont
- 21 Southeast Greenway

Source: City of Santa Rosa 2023

# 2 LAND USE AND ECONOMIC DEVELOPMENT



## OVERVIEW

How land is used in Santa Rosa can make a big difference in how people feel about and interact in local neighborhoods and in how the local economy operates. General Plan 2050 seeks to reinforce local pride, increase local investment, and bolster the vitality of the city as a whole.

**Land Use and Economic Development in the Plan:** The Land Use and Economic Development chapter of the General Plan supports thoughtful land use planning and economic development strategies to enhance and build on

neighborhood assets, address current challenges, increase economic and environmental vitality, increase personal opportunity, and improve quality of life for everyone in Santa Rosa.

**Land Use Classifications:** The citywide land use classifications represent adopted City policy intended to achieve the community's vision. They are meant to be broad enough to give the city flexibility in implementation, and clear enough to provide sufficient direction to carry out the General Plan.

## VISUALIZING THE CONCEPT



## CHAPTER GOALS

Goal 2-1: Ensure that growth and change serve community needs, protect the environment, improve fiscal stability, and enhance quality of life for all members of the community.

Goal 2-2: Promote city-centered growth and investment with a neighborhood-focused approach to create complete and connected communities that provide for community members' daily needs within easy walking or biking distance.

Goal 2-3: Promote livability by creating a variety of housing types near transit to reduce greenhouse gas emissions.

Goal 2-4: Ensure that new growth and development are resilient to economic cycles and forces.

Goal 2-5: Foster sustained, inclusive growth that generates long-term, shared value in the community and creates economic opportunities for all residents.

Goal 2-6: Maintain vibrant, convenient, and attractive commercial centers.

## NEW IDEAS

The following are some of the new ideas presented in this chapter:

- » Require construction measures that make exposure to air pollution less severe for development within 500 ft of Highways 101 and 12 (Action 2-1.3).
- » Support micro-entrepreneurialism, neighborhood-centered businesses and job creation, home-based businesses, mobile food and craft vendors, and community gathering events in all nonresidential zoning districts (Actions 2-4.6, 2-5.8, and 2-5.9).

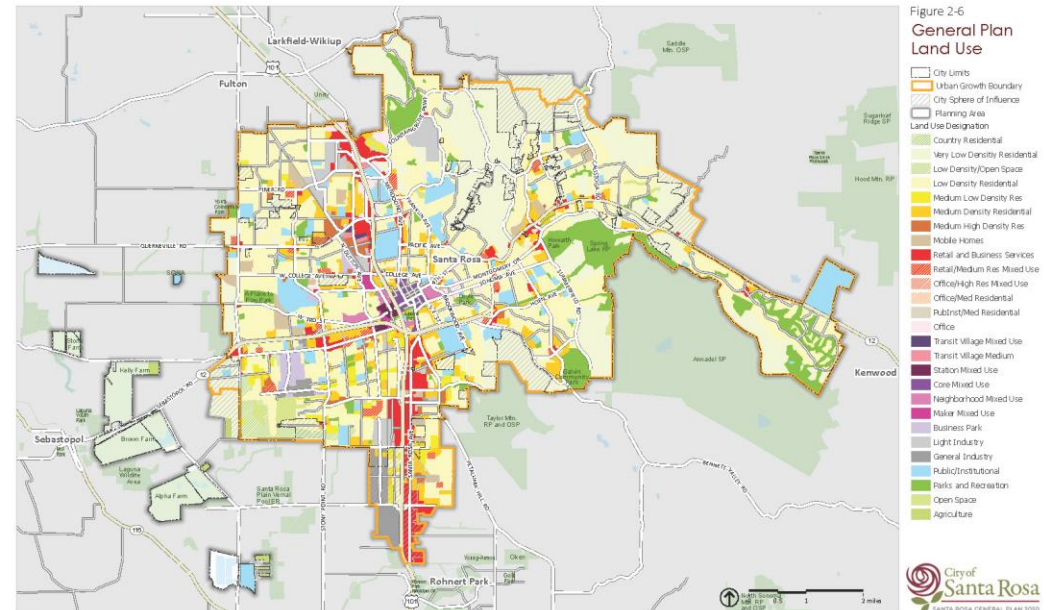


Figure 2-6  
General Plan  
Land Use

City Limits  
Urban Growth Boundary  
City Sphere of Influence  
Planning Area

Land Use Designation

- Country Residential
- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Mobile Homes
- Retail and Business Services
- Retail/Medium Res Mixed Use
- Office/High Res Mixed Use
- Office/Med Residential
- Public/Med Residential
- Office
- Transit Village Mixed Use
- Station Mixed Use
- Core Mixed Use
- Neighborhood Mixed Use
- Maker Mixed Use
- Business Park
- Light Industry
- General Industry
- Public/Institutional
- Parks and Recreation
- Open Space
- Agriculture

City of Santa Rosa  
SANTA ROSA GENERAL PLAN 2050

# 3 CIRCULATION, OPEN SPACE, CONSERVATION, AND GREENHOUSE GAS REDUCTION



## OVERVIEW

Responsible management of the built and natural environments now and in the future is essential to ensure the well-being of current and future generations.

**Circulation:** The General Plan works to further expand the city's transportation options and support the mobility needs of everyone in Santa Rosa, prioritizing modes like transit and bike that minimize greenhouse gas emissions.

**Open Space and Conservation:** Open space in and around Santa Rosa offers multiple community benefits, including visual enjoyment, watershed protection, recreation use, and hazard risk reduction. General Plan 2050 guides City efforts to conserve (preserve and protect) resources, including the city's open space areas and air quality.

**Greenhouse Gas Reduction:** This chapter provides goals, policies, and actions to reduce greenhouse gas (GHG) emissions in the transportation and energy sectors, which generate the highest shares of GHG emissions. Additional GHG reducing strategies are present in other chapters of the General Plan where topics such as land use and public services and facilities are addressed. The City's GHG Reduction Strategy, currently under development, will present all City GHG reduction measures in a comprehensive plan.

## VISUALIZING THE CONCEPT



## CHAPTER GOALS

Goal 3-1: Provide an integrated land use and transportation system with safe and efficient movement of people and goods for all modes of travel that prioritizes reduction of transportation-related GHG emissions.

Goal 3-2: Provide a safe and accessible active and public transportation network that reduces dependence on single occupancy vehicles, prioritizing Equity Priority Areas and Areas of Change.

Goal 3-3: Ensure that traffic-related impacts of proposed land uses are evaluated and mitigated.

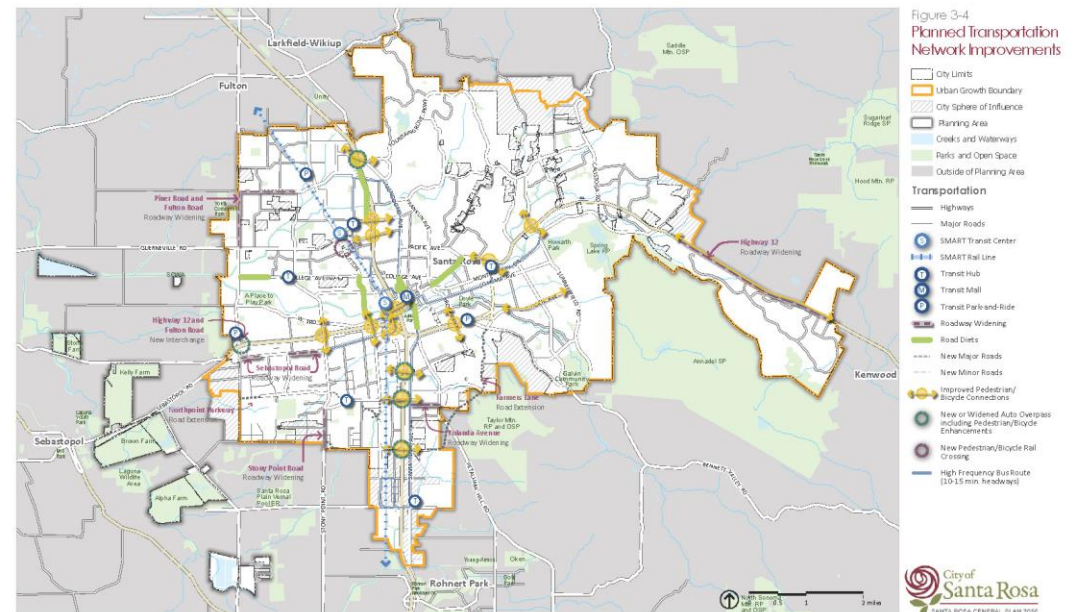
Goal 3-4: Protect, expand, maintain, and restore natural resources, open space, and agricultural land.

Goal 3-5: Achieve net carbon neutrality by 2030.

## NEW IDEAS

The following are some of the new ideas presented in this chapter:

- » Prioritize transportation investments that support walking, biking, transit, carpools, and rideshares, especially in Equity Priority Areas (Actions 3-1.7 and 3-1.14), or areas that have been underinvested.
- » Continue to reduce parking requirements (Action 3-1.9).
- » Prohibit new drive-throughs (retail and services) and provide incentives to discontinue existing ones (Action 3-4.34).



# 4 URBAN DESIGN, HISTORIC PRESERVATION, AND ARTS AND CULTURE



## OVERVIEW

Attractive design of buildings and outdoor spaces, cultural and historic preservation, and art in public spaces support a high quality of life and esteem for Santa Rosa residents and businesses.

**Urban Design:** The City's urban design standards encourage development to highlight the natural and historical features of established areas, create distinct architectural identities in emerging areas, and protect views of the natural, unbuilt areas surrounding Santa Rosa.

**Historic Resources:** Santa Rosa's historic resources include sites, structures, districts, and landmarks, marked by a rich architectural heritage, spanning many periods.

**Cultural Resources:** Native American habitation in the Santa Rosa region began about 7,000 years ago. The city contains almost 200 recorded Native American resources and there is a high potential for finding more Native American sites in Santa Rosa.

**Arts:** Arts have the power to connect people, promote cultural inclusion and diversity, create civic pride and a sense of community, stimulate the local economy, and inspire the creative spirit.

## VISUALIZING THE CONCEPT



Attractive Gateways



Hillside and Creek Preservation



Native American Heritage



Historic Preservation



Public Art



Placemaking

## CHAPTER GOALS

Goal 4-1: Preserve and enhance Santa Rosa's community character through attractive urban and environmental design and intentional development.

Goal 4-2: Protect the historic and cultural resources of Santa Rosa and enrich the sense of place and understanding of the city's history and prehistory.

Goal 4-3: Support an empowered, thriving, and inclusive Santa Rosa community connected through the power of art.

## NEW IDEAS

The following are some of the new ideas presented in this chapter:

- » Provide planting strips with large canopy trees between the road and sidewalk along commercial streets to support safety and placemaking (Action 4-1.5).
- » Remove obstacles for owners of historic properties to support preservation (Action 4-2.11).



# 5 SAFETY, CLIMATE RESILIENCE, NOISE, AND PUBLIC SERVICES AND FACILITIES



## OVERVIEW

The beautiful environment that attracts people to Santa Rosa also creates potential risks from hazards that can harm people and property and cause economic and social displacement.

**Geologic and Seismicity:** The relatively flat valley floor adjacent to highland areas in and around Santa Rosa signifies the presence of active earthquake faults.

**Flooding and Dam Failure:** Santa Rosa is in the Russian River watershed and has experienced flooding in the past. Rain events can overwhelm local drainages, especially the low-lying areas in the southwest part of the city, where critical sewer treatment facilities are located.

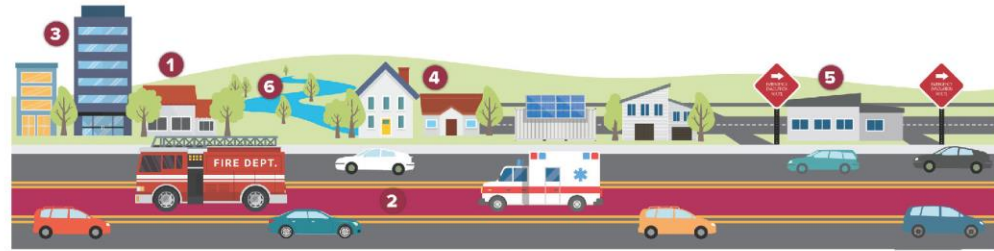
**Emergency Preparedness:** The City has taken proactive measures to prepare the community for an emergency event and is poised to respond quickly and efficiently in a disaster event.

**Public Services and Facilities:** The General Plan supports the City's ability to provide superior public services and facilities for the community, including ensuring sufficient water supply, facilitating cooperation with local and regional emergency responders, and expanding efforts to focus policing on community-based solutions.

**Climate Resilience:** While General Plan 2050 works to reduce GHG emissions and reverse the effects of climate change, effective hazard mitigation must simultaneously support the community's ability to adapt to and recover from changing climate conditions.

**Wildland and Urban Fires:** Santa Rosa and Sonoma County are prone to wildfire that can be intense and uncontrollable—the area is especially susceptible in the wildland urban interface. The General Plan and other plans and City activities reduce the threat of fires and protect the community.

## VISUALIZING THE CONCEPT



## CHAPTER GOALS

Goal 5-1: Minimize community exposure to seismic and geologic hazards.

Goal 5-2: Effectively manage the potential effects of flooding and dam failure.

Goal 5-3: Increase community resilience to future wildfire threats.

Goal 5-4: Protect all community members and businesses from hazardous materials exposures and releases.

Goal 5-5: Santa Rosa is prepared for future emergencies.

Goal 5-6: Santa Rosa is a resilient city able to adapt to, recover from, and thrive under changing climate conditions.

Goal 5-7: Protect the community from adverse noise impacts that can decrease quality of life.

Goal 5-8: Provide adequate and high-quality city services for water, wastewater, recycled water, stormwater, and solid waste.

Goal 5-9: Help provide superior and lifelong educational opportunities for all community members.

Goal 5-10: Provide efficient and effective police and fire services for all members of the community.

## NEW IDEAS

The following are some of the new ideas presented in this chapter:

- » Create opportunities to proactively relocate existing development from high fire risk areas (Action 5-3.11).
- » Explore options to prohibit increased density of residential and non-residential uses in fire-prone areas (Action 5-3.12).

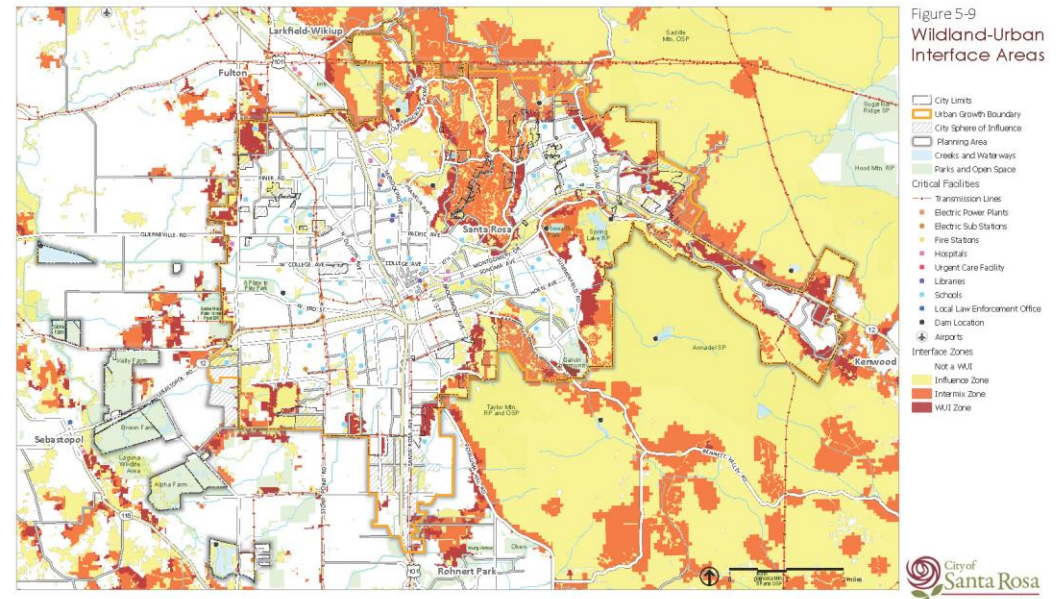


Figure 5-9 Wildland-Urban Interface Areas

- City Limits
- Urban Growth Boundary
- City Sphere of Influence
- Planning Area
- Creeks and Waterways
- Parks and Open Space
- Critical Facilities
- Transmission Lines
- Electric Power Plants
- Electric Sub-Stations
- Fire Stations
- Hospitals
- Urgent Care Facility
- Libraries
- Schools
- Local Law Enforcement Office
- Dign Location
- Airports
- Interface Zones
- Not a WUI
- Influence Zone
- Interim Zone
- WUI Zone

# Provide Your Feedback



## ► YOUR VOICE MATTERS!

The City of Santa Rosa is holding a **series of community discussions** on the draft General Plan 2050 to get feedback on how the city can change, grow, and improve in the years and decades to come. There are several ways you can participate in these discussions and make sure your voice is heard:

### OPTION 1: Share Your Comments Today

You can provide your feedback and comments today either by sharing them at any of the open house stations and/or note your ideas on a comment card that you were handed when you entered the meeting.

*Make sure you return your Comment Card to a member of the Project Team before you leave for a chance to win a raffle prize!*

### OPTION 2: Complete the Online Survey

You can also complete the interactive online survey. The survey allows you to view the draft General Plan 2050 Executive Summary, provide feedback on select actions, and provide additional open-ended comments.

*Scan the QR code to access the online questionnaire.*



## HOW WILL COMMUNITY FEEDBACK ON THE DRAFT GENERAL PLAN 2050 BE USED?

This phase will include robust community conversations on the draft General Plan 2050, ultimately leading to City Council and Planning Commission review and adoption of the General Plan in Spring 2024. Community comments and feedback gathered during this phase will help refine the final General Plan document and identify key implementation priorities.



## STAY CONNECTED!

Visit the project website for more information on the project and all upcoming events:

[www.santarosafoward.com](http://www.santarosafoward.com)





# Discussion

# Let's Begin!

Go to the web link or scan the QR code to the right to open the online survey.

**[santarosaforward.com/GPSurvey](https://santarosaforward.com/GPSurvey)**



# NEXT STEPS

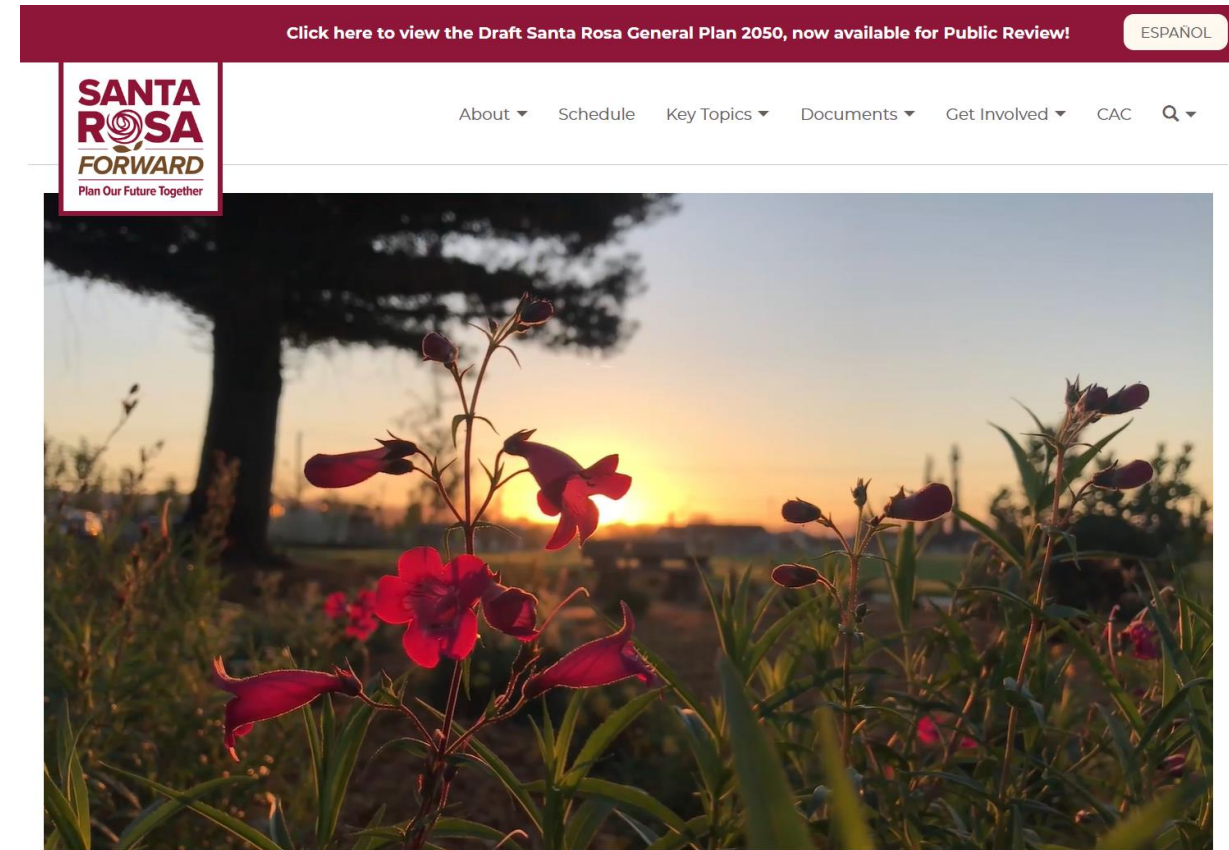
# Next Steps

- Thank you for your ideas and feedback!
- The Project Team will **summarize all community comments and feedback** gathered during these discussions. This input will help refine the General Plan.
- **Make sure you stay involved in the process!** Please visit the project website to follow project updates and learn about upcoming opportunities to get involved. Your ideas, feedback, and perspective is important.

# Project Website

Please visit the project website. It contains a wealth of project information, documents, and materials.

[www.SantaRosaForward.com](http://www.SantaRosaForward.com)





# City of Santa Rosa

## Text File

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**Agenda Date:** 8/23/2023

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# Santa Rosa Violence Prevention Partnership

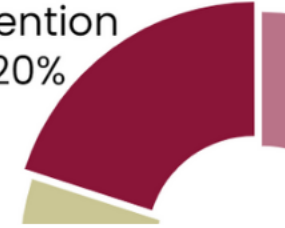
Jeff Tibbetts, Deputy Director  
Danielle Garduno, Program Manager  
August 23, 2023



# Measure O / H

- Formed the Violence Prevention Partnership to fund services in our neighborhoods that help stop violence before it starts

Violence Prevention  
20%



**35% of Violence Prevention funds**

8 community based organizations received grant funds (CHOICE)



**65% of Violence Prevention funds**

after-school programs (Neighborhood Services) administered by Recreation Department; Recreation Department staffing; Partnership staffing





# Mission, Vision, Guiding Principles

**Mission:** We lead, mobilize, and align resources in our communities to create a safe and healthy environment where all youth are empowered to reach their full potential and all community members thrive.

**Vision:** Santa Rosa emerges as a strong, resilient and interconnected community where all residents are safe, healthy and thrive.

## Guiding Principles:

- Build Safe Communities
- Commitment to Equity
- Community Response
- Shared Responsibility
- Trusting Relationships
- Value Our Youth

# Violence Prevention Partnership Staff



**Danielle Garduño, MPH, MLS**  
Program Manager



**Madeline Brown**  
Interim CHOICE Analyst  
Sr. Admin. Assistant



**Gustavo Mendoza**  
Community Outreach Specialist  
Street Outreach



**Miles Burgin, MPA**  
Community Outreach Specialist  
Communications

**Vacant Positions: Wraparound Coordinator; Administrative Analyst**

# Structure

## of the Violence Prevention Partnership

- **Executive Team**
- **Policy Team (open to the public)**
  - **Steering Committee**
- **Operational Team**
  - **Closed to the public - Welfare and Institutions Code 827 & 830.1**
  - **Multi-disciplinary assessment and referral team**





# Current Efforts



# CHOICE Grant Program

- Boys & Girls Clubs of Sonoma-Marin
- Community Action Partnership
- Community Child Care Council (4Cs)
- Community Matters

- LandPaths
- LifeWorks
- Northern California Center for Well-Being
- Raizes Collective



# Other Current Programming

- **Guiding People Successfully (GPS) Program**
  - **Partnership with Sonoma County Probation**
- **School Engagement and Life Skills**
  - **Partner with both schools and Neighborhood Services Teen Sports Camp**
- **Crisis Response Protocol**
  - **Community Wellness Pop-Ups**
- **Community Education & Awareness**
  - **Training for partners**
  - **Educational opportunities for community members**

# **Looking Ahead: 2023-2028 Strategic Plan**

# Strategic Plan Update

## Process

- Hired consultant to help facilitate workshops and other pieces of the process
- Conducted analysis of previous plan and other engagement efforts including the Hearn Community Hub Engagement Phase, the Community Empowerment Plan listening sessions, and the most recent VPP Community Needs Assessment
- Held one-on-one interviews with former Program Managers and staff, and members of the CA Cities Violence Prevention Network
- Conducted focus groups with youth and attended several community listening sessions focused on school safety
- Held six workshops with the Policy and Operational Teams
- Conducted extensive research on other strategic plans and programming



# Strategic Focus Area #1: Intervention

## 1. Street Outreach

- a. Includes a crisis response team, violence interrupters and hospital based intervention services
- b. Safe School Campus Intervention Program

## 2. Mental Health and Substance Use Support

- a. Services for youth and families

## 3. Workforce Development

- a. Job training and placement for teens and young adults

## 4. Diversion, Enforcement, and Reentry

- a. Divert young people ages 12-24 from incarceration and reduce recidivism

# Strategic Focus Area #2: Prevention

## 1. Pro-Social Opportunities and Safe Spaces

- a. Expand, increase and diversify pro-social and recreational opportunities for youth 13-17 and young adults
- b. Create access to safe spaces and facilities for teens

## 2. Youth Engagement

- a. Include youth in program development; increase outreach to youth and young adults about program offerings

## 3. Offer Preventative Services

- a. Mental health services; trauma informed approaches; include community in program design; commitment to equity to ensure access for all

## 4. School Readiness and Student Engagement

- a. Promote and support early childhood education opportunities and school/afterschool programming for TK-12 grade students

## 5. Gun Violence Prevention

- a. Advocate for and support community gun prevention efforts

# Strategic Focus Area #3: Communication, Outreach, and Education

## 1. Communications and Outreach Plan

- a. Build community awareness about The Partnership through outreach, training and engagement using a targeted, actionable communications and outreach plan.
- b. Leverage existing neighborhood networks to expand the reach of The Partnership

## 2. Education and Training Opportunities

- a. Maintain and expand an annual community safety seminar or conference
- b. Identify and implement trainings for our partners to help improve their capacity to provide services.

# Strategic Focus Area #4: Investment

## 1. Pursue Funding

- a. Pursue and maintain federal, state, and/or private funding opportunities for programs and services.

## 2. Community Outcomes

- a. Identify and compile community outcome indicators to be shared and analyzed for key data that support and fund strategic decisions and placement of resources.

## 3. Fiscal Responsibility

- a. Continue to be a responsible steward of public funds by evaluating and monitoring programs funded through the Public Safety Sales Tax and grants.

# Strategic Focus Area #5: Collaboration

## 1. Sustainable Organizational Structure

- a. Develop annual workplan and align Policy Team meetings to work plan
- b. Hire and retain culturally competent staff with a preference for bilingual/bicultural individuals and those with lived experience.
- c. Maintain appropriate staffing levels
- d. Increase number of community voices on the Policy Team and create an advisory body comprised of those with lived experience.

## 2. Regional Collaboration

- a. Build relationships and collaborate with the County and other local cities

## 3. Shared Measurement

- a. Build capacity to gather, share and analyze data that is used to direct programming and resources.



# Questions?



# City of Santa Rosa

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